Cemantica platform Quick Start Guide
Expert package

2024

Welcome!

We are so excited that you are trying our Cemantica Customer Journey Management platform (Expert Package only).

You Cemantica free trial has been activated successfully for 14 days.

To access the tool, please log in to your account:

Link: Cemantica | Login
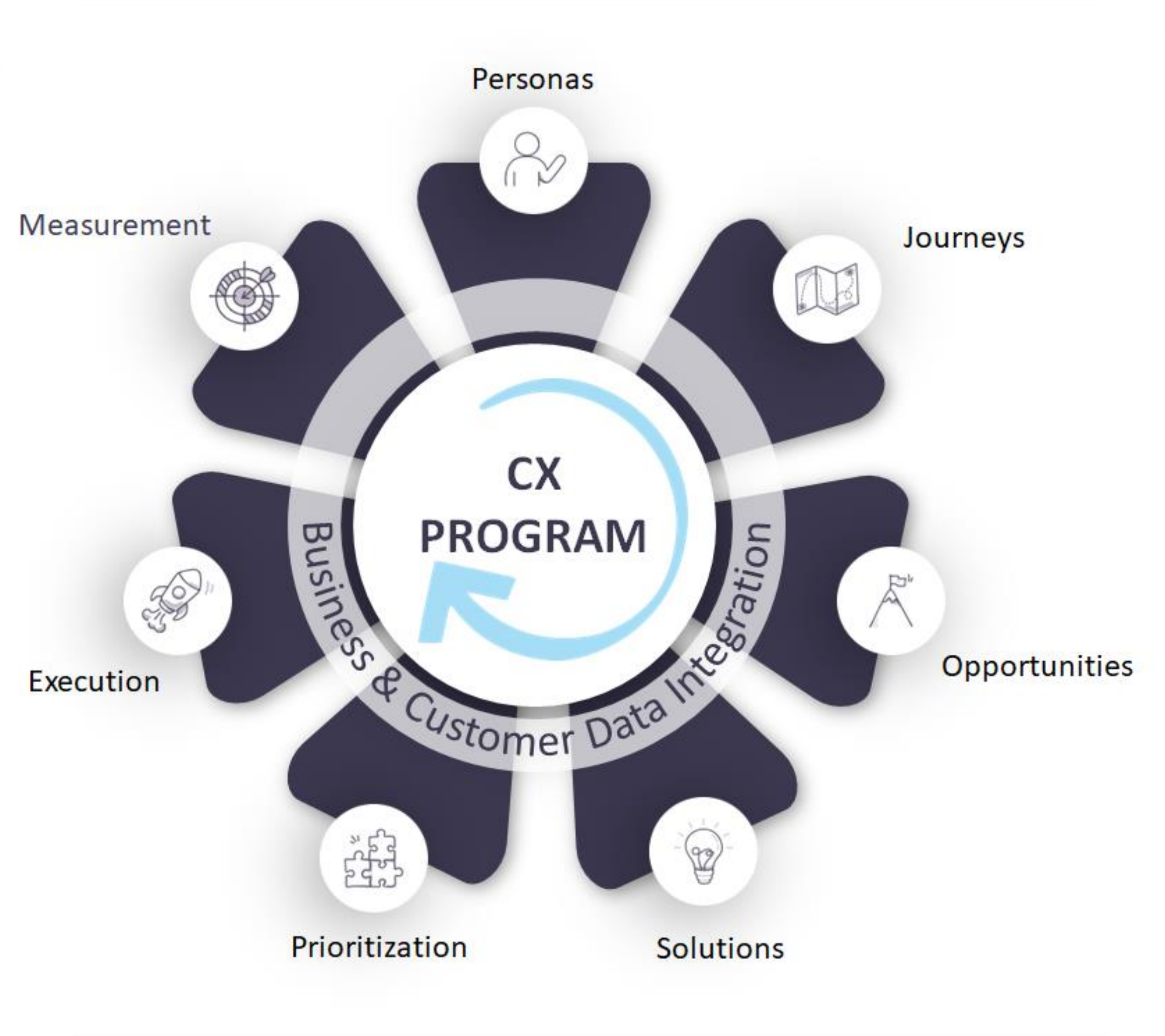Username: Your email
Password: mypassword

You should have received your login and password by email (Check your spam) .

Journey Management Framework

Cemantica covers the end-to-end CX Program management cycle, transforming from Journey Mapping to Journey Management.

VISIT OUR WEBSITE TO EXPLORE MORE

Personas

Measurement

Journeys

CX PROGRAM

Business & Customer Data Integration

Execution

Opportunities

Prioritization

Solutions

Add users

Would you like to add users?

Simple!

1. Go to Settings
2. Manage users
3. Add New User
4. Set up the User Type (Company Administrator, Administrator, Users, Read-only)

"Read-only users" are free and unlimited in the EXPERT and ENTERPRISE packages.

Cemantica application screen:

☁ cemantica   🔍 Need Help?

⌂ Home
› Main Workspace
⊞ Add Folder

Users   Teams   Transfer Ownership

Package	Seats Used	Full Users	Read-only	Inactive Users
Enterprise	22	20 / 55	2	9
Expert	3	3 / 50	0	9
Standard	2	2 / 50	-	0

Manage Users

New User

🔍 Search

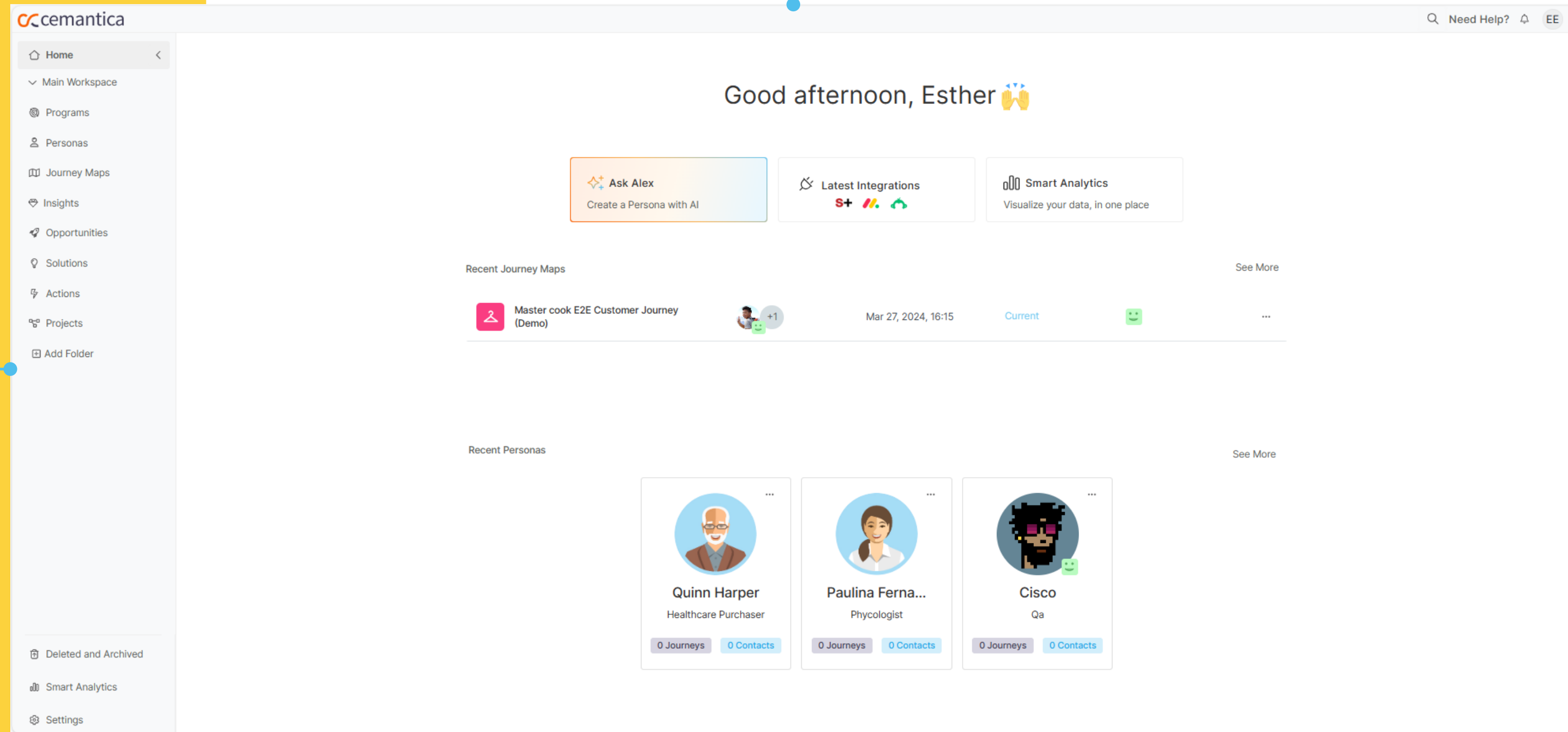| Login Email Address	Subscription	User Type	Active	Activation
jennifer@cemantica.com	Enterprise	Company Administrator	Active	
raphael@cemantica.com	Enterprise	Company Administrator	Active	

🗑 Deleted and Archived
📊 Smart Analytics
⚙ Settings

Basic Navigation

Say Hello to your Cemantica home page!

Access your recent activities.

The Dynamic navigation bar will follow you wherever you go in the system.

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Search | Need Help? | EE

- Home
- Main Workspace
- Programs
- Personas
- Journey Maps
- Insights
- Opportunities
- Solutions
- Actions
- Projects
- Add Folder

- Deleted and Archived
- Smart Analytics
- Settings

Good afternoon, Esther 🙌

Ask Alex	Latest Integrations	Smart Analytics
Create a Persona with AI	S+	Visualize your data, in one place

Recent Journey Maps   See More

Master cook E2E Customer Journey (Demo)   +1   Mar 27, 2024, 16:15   Current   ...

Recent Personas   See More

Quinn Harper
Healthcare Purchaser
0 Journeys   0 Contacts

Paulina Ferna...
Phycologist
0 Journeys   0 Contacts

Cisco
Qa
0 Journeys   0 Contacts

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Functionalities & Settings

Sample data

Before you start, get inspired from our Sample Data with examples of journey maps across various industries.

1. Go to "Settings" then "My organization" and then activate / deactivate your sample data.

2. You will see sample Maps, Personas, Opportunities etc., appearing in your different folders.

← Settings

My Organization
Manage Users
Templates
Libraries
Customization
Configuration
Integration Center

Deleted and Archived
Smart Analytics
Settings

My Organization

Company Logo

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Preferred Language   English

Sample Data

Subscription

Package
Enterprise

Package
Expert

Package
Standard

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Projects
Add Folder
Jen

Your Journey Maps

New Journey Map   Sample data

	Journey Map Name	Related Personas
	Credit Cards Customer Journey - Detailed (CX sample)	
	Credit Cards Customer Journey - Detailed (CX sample)	
	Credit Cards Customer Journey - Flexi (CX sample)	
	Distribution Customer Journey (CX sample)	+1

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Journey Creation

(1 of 2)

In Cemantica, you have 3 ways to create a new journey:

1. Copy an existing journey
2. Create a journey from an existing Cemantica template
3. Create a new journey from scratch with the "Quick Start"

In this "Quick Start Guide" we will focus on creating a Journey from a Cemantica template (Detailed map).

1 Navigate to the "Journey Maps" space and click on "New Journey Map".
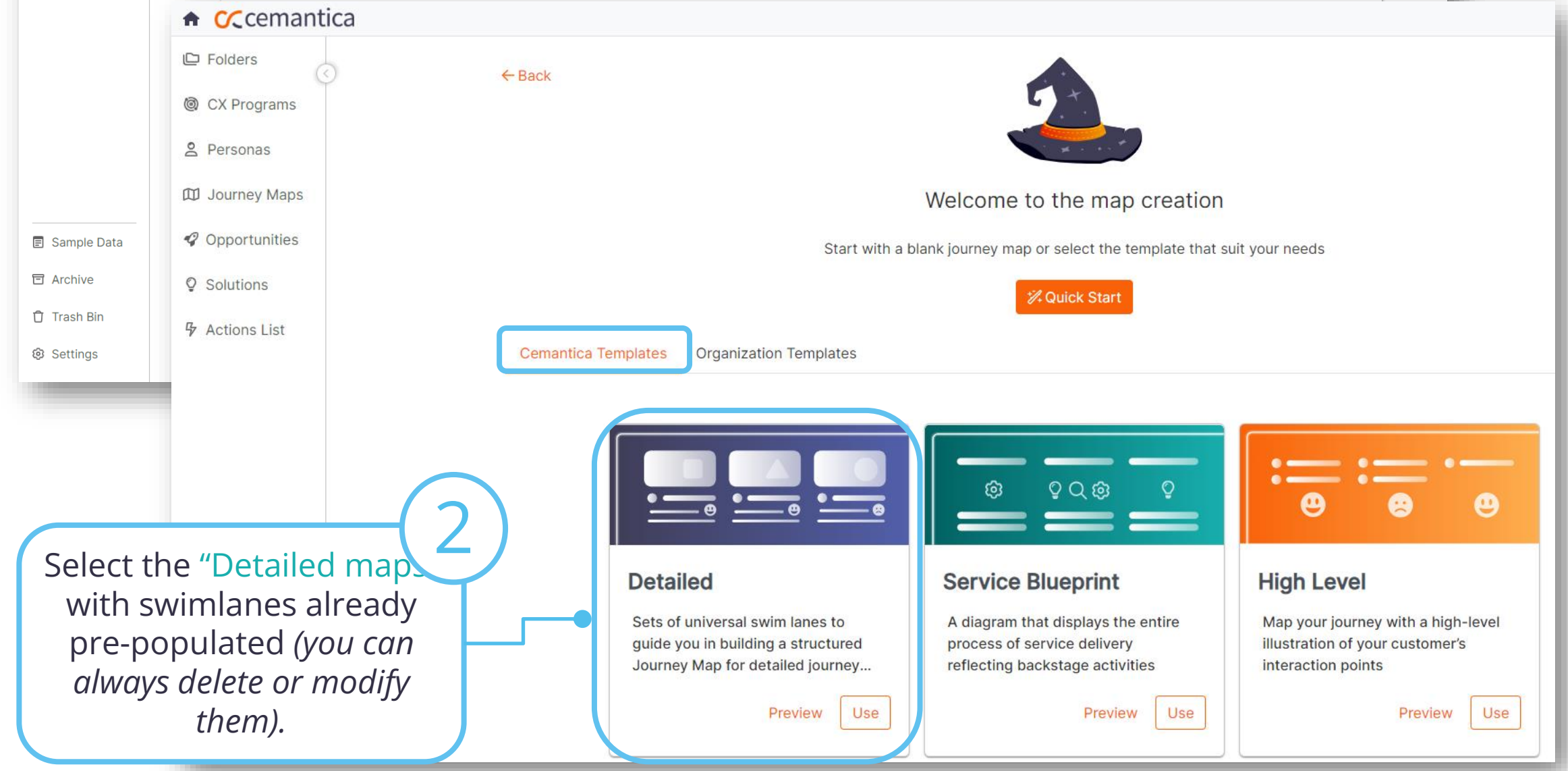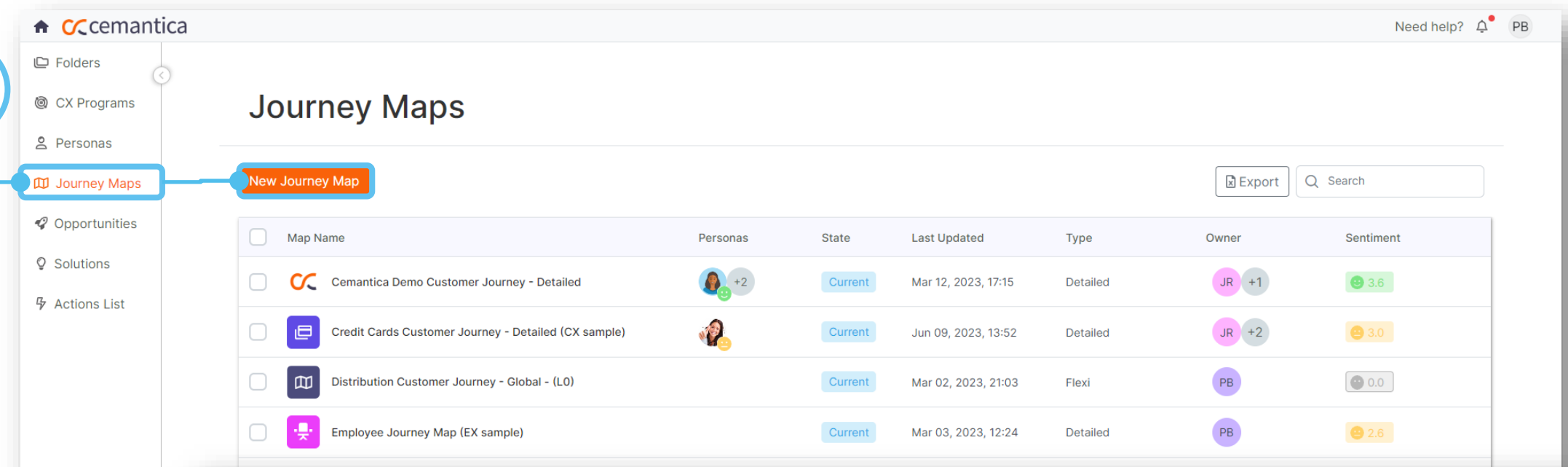
2 Select the "Detailed map" with swimlanes already pre-populated *(you can always delete or modify them).*

You're almost there...

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Journey Creation

(2 of 2)

✓ Create your journey, give it a name, associate a persona profile and you are ready!

✓ Your map will appear in a few seconds!

3 Give your Journey Map a name, description and state.

4 Choose or create from scratch your Persona profile *(all information inside the Persona profile is not mandatory).*

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Insights
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Deleted and Archived
Smart Analytics
Settings

Need help? PB

← Back

Build a customized Journey Map

First, complete the basic information

Journey Map Name *(Required)*

Customer Universal Journey - L0

Description

State

Current

← Back

Adding Personas

Now, choose the Related Personas for this Journey Map, or one can be randomly assigned by Alex.

Search

Amelia Schmi...
Psychiatrist
1 Journey Map | 0 Contacts

Cisco
Qa
0 Journeys | 0 Contacts

Clara Muller (...
Business consultant
1 Journey Map | 0 Contacts

Dirk Bekker (...
Lawyer
1 Journey Map | 0 Contacts

John Davis (...
Information Systems
3 Journeys | 0 Contacts

Create Journey Map

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Functionalities & Settings

Congratulations, your map is created!

✓ Work on your Persona details, add your customized sections, re-organize your blocks, change colors, title etc.

✓ Generate and enrich your Persona with our AI Assistant Alex
(Option to activate in the Expert and Enterprise packages only)

Functionalities & Settings

Start mapping!

✓ Identify your stages within your Journey Map

✓ Provide a description and image for each stage

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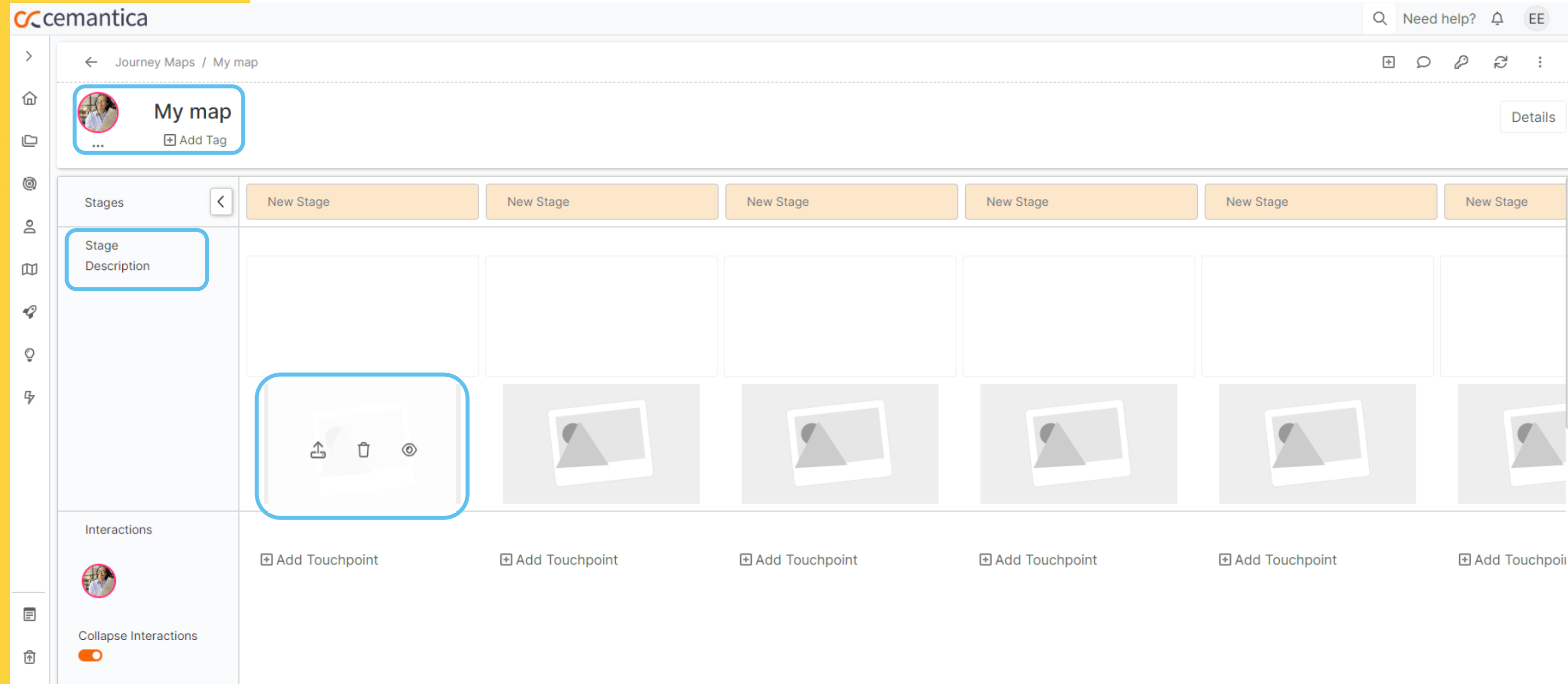
Functionalities & Settings

List your Touchpoints per stage across the journey

✓ Click on "Add Touchpoint"

✓ Select one or multiple Touchpoints

✓ Manage, edit and customize your Touchpoints
(Only for Admins)

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Describe your customer interaction and create actions

✓ Go to the three dots of your Touchpoint and hit "Edit Touchpoint"

✓ Describe the action of your customer on the Touchpoint selected, identify the Sentiment Level of your customer etc.

✓ List your Insights (Gains, Pains, Findings, Company Insights)

✓ Create Opportunities, Solutions and Actions linked to your Touchpoint

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Functionalities & Settings

Organize and visualize your insights

Create additional "Insight" swimlanes that you can rename and classify your Pains, Gains, Company Insights, Findings etc., however you want them to appear on your map.

You can also drag and drop inside the Swimlane.

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Your global Sentiment Map

✓ View the Personas´ Sentiment Level in each Stage aggregated from each Touchpoint Sentiment Level across the entire journey

✓ Compare it with the Sentiment Level provided by your customers via VoC data
(Automatically generated – only available in the Enterprise package).
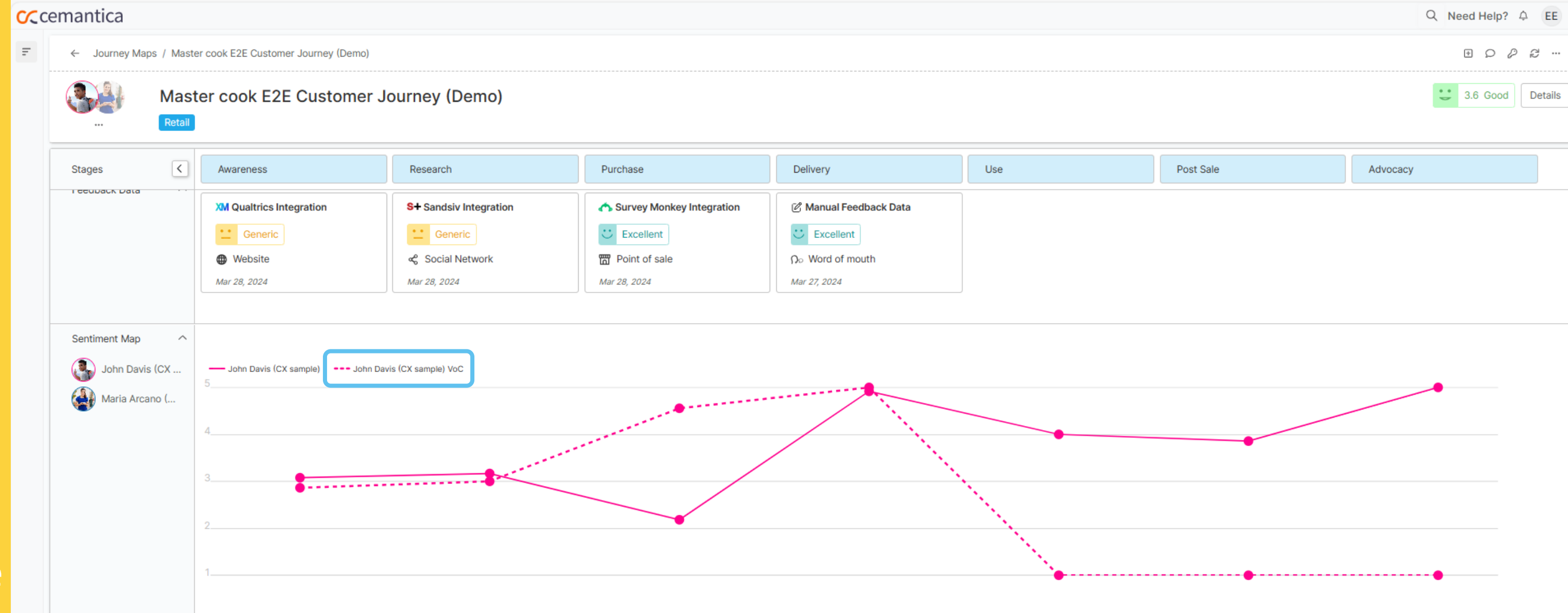
Personas – The Persona's sentiment level for this specific map.

VoC – Sentiment levels based on data from real customer feedback.
(Only activated with the "Enterprise Package").

List your opportunities

✓ Create the global Opportunities that result from identifying the various painpoints when mapping the interactions.

✓ You can access the Opportunities from the map directly or via the menu on the left side to prioritize them.

VOC data integration, Analytics, and ROI module are not available with this free trial.
Contact info@cemantica.com for more details.

Solution ideation!

✓ Ideate "Solutions"

✓ Build your business case and describe the impact of your solutions

✓ Connect your Solutions to multiple Opportunities

✓ Rate your solutions with the Cost Benefit Analysis model

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Solutions

New Solution

	Subject	Journey Map	Type	Groups	Owner	Status	Last Up
	Employee persona segmentation (EX sample)	Employee Journey Map (EX sample)	Nice To Have		PB	In pro...	Sep 06,

Employee persona segmentation (EX sample)

Add Tag

General Impact Rating

Subject
Employee persona segmentation (EX sample)

Status
In progress

General Impact Rating

Impact on People
Employee centric DNA program will impact collaboration and will break silos. Organizational units will work in communities supporting each others

Impact on Process
- On-boarding of new employees will be done via an application with a checklist of tasks that need to be done as part of the process - The retire process will be adapted to every persona profile impacting the team that will handle the off-boarding - a new HR organizational unit will be setup to take care of

General Impact Rating

Quick Win   Nice To Have   Complex Project   To Avoid

Number of customers affected

Cost of Implementation

Add Comment

Show Comment

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Functionalities & Settings

List your actions

✓ Create your list of actions

✓ You can access the Actions from the map directly or via the menu on the left side to prioritize them

Can be connected to your internal Project Management tool (JIRA, monday.com and more) – Contact info@cemantica.com for more details).

CX Program management

✓ A dedicated area to manage your CX program including Stakeholders, Targets, CX Strategy and Relationships

✓ Manage multiple Programs in your organization to represent a framework or a specific CX project

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- Home
- ˅ Main Workspace
- ◉ Programs
- 🙎 Personas
- 📖 Journey Maps
- 🔖 Insights
- 🚀 Opportunities
- 💡 Solutions
- ⚡ Actions
- ⚙ Projects
- ⊞ Add Folder
- › Jen ...

- 🗑 Deleted and Archived
- 📊 Smart Analytics

Your Programs

⊞ New Program

Credit Cards CX Program (CX sample)
QA
📖 2   🙎 1   🚩 1

Distribution CX Program (CX sample)
📖 1   🙎 2   🚩 1

Employee Experience Program (EX sample)
📖 1   🙎 1   🚩 1

Healthcare CX Program (CX sample)
📖 1   🙎 1   🚩 2

Insurance CX Program (CX sample)
📖 1   🙎 1

Pharma CX Program (CX sample)
📖 2   🙎 2   🚩 1

Check our Learning space for free CX lessons

www.cemantica.com/learning

Learning

Develop your customer experience **skills** with our **practical** CX **training courses**

Search Courses   Contact Us

✓ Constantly updated program of Lessons, Bootcamps and Masterclasses

✓ Cemantica CCXP experts and respected partners share best practices

Thank you for choosing Cemantica as your CX partner on this journey...

Contact us at
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